

# Michigan's Green Lodging Program

## Green Lodging Michigan Program Benefits

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There are a number of benefits associated with the Green Lodging Michigan Program:

### 1. Cost Savings

Simple improvements in your energy efficiency can decrease the amount spent on utilities. For example according to the U.S. Environmental Protection Agency (EPA), hotels and motels investing in energy-efficient lighting upgrades can expect to yield a profit of \$6.27 on each dollar invested.

### 2. Increased Competitiveness

Today, consumer attitudes are favoring environmentally responsible businesses, and consumers are considering environmental issues when making travel plans and purchases. According to the Travel Industry Association of America, 43 million people within the U.S. are self-proclaimed "eco-tourists" who are willing to pay 8.5% more to environmentally sensitive travel suppliers. A survey of U.S. travelers found 87% would be more likely to stay at "green" properties. By participating in Green Lodging Michigan you can earn customer loyalty and enhance your company's marketability.

### 3. Improved Building Quality

Energy efficient buildings are easier to maintain, more comfortable for occupants, and have better indoor air quality. By improving indoor conditions, building efficiency can increase health and productivity.

### 4. Environmental Stewardship

Lodging is the fourth largest user of energy in the U.S. commercial sector. Improving energy efficiency in the hospitality industry will help reduce energy consumption and greenhouse emissions. Reductions of hazardous cleaning materials, water consumption and waste disposal will contribute to protection Michigan's land, air and water resources. For example, by choosing not to replace bath towels and linen daily, you can save 13.5 gallons of fresh water.

### 5. Earn Recognition

Green Lodging facilities will be recognized through awards, events, articles, news releases and newsletters.

**For more information** regarding the Green Lodging Michigan Program, please contact Roger Doherty at [dohertyr1@michigan.gov](mailto:dohertyr1@michigan.gov) or (517) 241-6224.